

Hair And Beauty International 2014 In Celebration Of Hair And Beauty Industry Of Sri Lanka



Hair and Beauty International 2014, the international competition and event will be held from February 15th to 17th at the Galadari Hotel parallel to the 17th National Awards and Trade Exhibition. Organised by the Hair and Beauty Cluster in collaboration with the National Council for Economic Development (NCED) of the Ministry of Finance and Planning. The objective of this event is to develop the hair and beauty industry of the country to be on par with international standards.

The Hair and Beauty Cluster comprises of representatives appointed from the Sri Lanka Association of Hairdressers and Beauticians (SLAHAB), Professional Hairdressers and Beauticians Association (PHABA), Innovative Professional Hairdressers and Beauticians Association (IPHABA) and others from the industry. As such the 17 member panel includes Nayana Karunaratne, Ramzi Rahaman, Dora Attanayake, Premasiri Hewawasam, Thilaque De Silva, Crissy Rosairo, Hasini Gunasekara, Indu Attanayake, Asoka Tillakaratne, Sheela Fernando, Sumudu Wasantha Vithana, Suwineetha Gunawickrama, Chethika Manamperi, Champa Hill, Jacqui Aponso, Presanna Colambaarachchi and Sheran Peiris of L'Oreal Sri Lanka.

Nayana Karunaratne speaking about the objective of the event said, "individually all of us have done events, shows, education and other activities for the industry. The current position and recognition we enjoy are purely thanks to our own efforts. So

we are very confident that together we can reach higher standards and fulfill our dreams of winning international awards and recognition.”

Spanning three days, Hair and Beauty International will consist of competitions, fashion shows, demonstrations and trade stalls among other events while the grand finale will be the awards ceremony. The competitions will be judged by a panel of judges comprising both local and foreign OMC qualified experts. Some of the foreign experts that will be present at this occasion are Joakim Roos, Education Director of OMC Global and Emma Ekman, the OMC Silver medalist from Sweden.

The competitions at the Hair and Beauty International will be open to all ladies or gents, students, juniors or seniors from the hair and beauty industry while the L’Oreal Colour Award for both ladies and gents will be a special highlight during the event. The competitions will test participants on various skills and will include contests spanning across a range of themes such as make-up, bridal, hairstyles and other creative aspects. Furthermore, all winners from the competitions will be specially trained to participate at the OMC World Championships scheduled to be held on May 3-5, 2014 in Frankfurt, Germany.

Entrance for the event is only 100 rupees per day while winners of the competitions will be awarded trophies and cash prizes in recognition of their talent and dedication. The first, second and third prizes of each competition will comprise of a Gold Trophy and 50,000 rupees, a Silver Trophy and 30,000 rupees and a Bronze Trophy and 20,000 rupees respectively. The winners of the L’Oreal Colour Award from the Ladies and Gents categories will walk away with the L’Oreal Trophy and 50,000 rupees each. However, all participants will also be awarded a certificate of participation while free training will be provided.

In preparation of the upcoming competitions of Hair and Beauty International 2014, The Hair and Beauty Cluster is organising workshops to provide necessary training and education to the participants. The pre event training as such will be held from January 27th to February 12th, 2014.